

Exploring project team roles and responsibilities

Evaluating stakeholders

Assigning project team roles and responsibilities

▶ **Video:** Elements of a RACI chart  
4 min

📖 **Reading:** Building out a RACI chart  
20 min

✔ **Practice Quiz:** Activity: Set project roles and responsibilities in a RACI chart  
1 question

📖 **Reading:** Exemplar: Set project roles and responsibilities in a RACI chart  
10 min

▶ **Video:** Certificate completers: Staying motivated in the program  
1 min

📖 **Reading:** Getting the most out of a RACI chart  
20 min

✔ **Quiz:** Activity: Assign project roles and responsibilities in a RACI chart  
5 questions

📖 **Reading:** Activity Exemplar: Assign project roles and responsibilities in a RACI chart  
10 min

Review: Working effectively with stakeholders

# Exemplar: Set project roles and responsibilities in a RACI chart

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

## Completed Exemplar

To view the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [RACI chart](#) ↗

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



**Activity Exemplar\_ RACI chart - Phase 1**  
XLSX File



## Assessment of Exemplar

Compare the exemplar to your completed RACI chart. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

**Note:** *Your answers may vary (particularly for Consulted and Informed individuals), depending how you interpreted each stakeholder’s responsibilities.*

In the exemplar for the Plant Pals service, each role has a RACI designation for each task or deliverable. Let’s review each of the tasks:

### Create a marketing plan for the new service.

- The Marketing Coordinator reports to the Marketing Manager and is **responsible** for creating the marketing plan.
- The Marketing Manager is **accountable** for marketing efforts, including the marketing concept. They have the final say in launching and advertising the Plant Pals service.
- The Copywriter writes and edits the promotional copy, therefore they are **consulted** on the marketing plan.
- The Director of Product and Head of Sales are **consulted** on marketing campaigns since they understand customer needs and buying behaviors.
- The Sales Manager can be kept **informed** of marketing efforts since they need to convey that information to the Sales Team.

### Write promotional copy.

- The Copywriter is **responsible** for drafting and editing promotional copy.
- The Marketing Manager is **accountable** for the Copywriter’s work.
- The Marketing Coordinator is **consulted** on the promotional and sales copy as they create the marketing plan.
- All other members of the team can be kept **informed** about the status of the promotional copy.

### Design marketing assets.

- The Marketing Manager delegates tasks to the Marketing Coordinator, who is **responsible** for producing assets.
- The Marketing Manager is **accountable** for marketing efforts because they make the final decisions.
- The Copywriter is **consulted** about the marketing assets by the Marketing Coordinator.
- All other team members can be kept **informed** about marketing design matters.

### Create a customer outreach and onboarding plan

- The Sales Manager is **responsible** for customer outreach and onboarding plan.
- The Head of Sales oversees the Sales Manager, so they are **accountable** for the customer outreach and onboarding plan.
- The Director of Product is **consulted** on questions about customer needs, while the Marketing Manager is **consulted** about the marketing plan.
- All other team members can be kept **informed** about customer outreach.

Mark as completed

